

Baseball rights up to \$37.2 million

But question marks mar majors' bright '69 outlook;
R. J. Reynolds, Allstate Insurance biggest local buyers

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NBC isn't revealing its sponsors. Seattle doesn't have a local TV outlet. Montreal hasn't picked up any local radio-TV contract. Washington is still missing a radio outlet. San Diego hasn't acquired any sponsors. No one seems interested in carrying a one-hour pre-All Star Game special.

With the major-league baseball season due to start in just seven weeks, these are some of the problems confronting baseball and broadcasting in 1969. Professional baseball is celebrating its 100th birthday this year and broadcasting, in a spirit of unmatched generosity, is coming up with an estimated \$37,190,000 check as its present to the 24 major-league teams. The lion's share of that figure is coming from NBC-TV which will pay \$15.5 million this year for 25 Saturday afternoon games, three Monday night contests, the All-Star game, World Series and the new divisional playoffs in the American and National League.

The \$37,190,000, compiled by BROADCASTING from its annual survey of stations, advertisers and teams, is an in-

crease of 19.8% over the \$31 million broadcasting paid for major league baseball in 1968. A survey of the 24 AAA teams of the American Association, International and Pacific Coast leagues shows an estimated \$200,000 in local broadcasting rights.

While the broadcasters present their birthday checks to the teams, the accounting offices at the stations and network will be preparing to send out some \$100 million in bills, which will be presented to the sponsors of the games, pregame and postgame shows.

Although the dollar figures are impressive, equally as good looking are the number of radio and TV stations that will be affiliated with the regional networks of the major league clubs. As of last week, a total of 898 radio stations and 146 TV stations planned to be carrying major league baseball. Of that number 538 radio stations will carry American League games and 360 will carry the National League teams. On the TV side, however, the National League has a larger number of stations committed, 91, compared to 55 for the

American teams.

While there are some problems for broadcasters to resolve this year, baseball is confronted with a major one: a threatened strike of players, if the major league owners don't increase the amount of money being contributed to the players' pension fund. At the heart of this matter is the new NBC contract.

Last year, under the old contract, NBC paid \$12.7 million of which \$6.7 million went to the commissioner's office for distribution. Part of that \$6.7 million went to the pension fund. This year, as part of its \$49.5-million three-year package, NBC will be paying out \$15.5 million and the players want some of that extra \$2.8 million for their pension fund.

(The contract NBC and the major league television committee negotiated in 1967 called for the network to pay \$15.5 million in 1969, \$16 million in 1970 and \$18 million in 1971 [BROADCASTING, Aug. 7, 1967].)

Lest it be accused—somehow—of adding fuel to the financial fire blazing between the players and the owners, the

network has refused to announce any sales in formation on this year's baseball schedule. Although admitting the network had signed some sponsors, one NBC spokesman felt that divulging such information could "affect the bargaining sessions." However, another network source said concern over the negotiations was not the reason the network was staying mum on sponsorship. He cited a "unique competitive situation" as the cause.

BROADCASTING, however, has learned that several of last year's sponsors, Jos. Schlitz Brewing and Chrysler Corp., do intend to be back sponsoring this year's games.

Because it did negotiate early for a new contract and because it did come up with more money, NBC gained a windfall when the National and American leagues decided last year to add two new franchises each and then to go to division play.

The leagues will retain their 162-game schedule and have set the end of the regular season for Oct. 2. Then they are setting aside six days (Oct. 4-9) for a three-out-of-five playoff of division leaders in both leagues to be followed on Oct. 11 by the start of the World Series.

BROADCASTING learned that although the NBC deal had been "essentially closed," the network was offered the division playoffs as part of the package and was not asked for extra money. NBC also has the rights to any playoff games within a division, if they are necessary. So instead of having a basic maximum schedule of 35 games (assuming the World Series went to seven games), NBC could show up to 49 games this year if a playoff is required in each of the four divisions and each of the league playoffs went the maximum five games.

The network also gets an audience break in the scheduling of the league playoffs and World Series. The playoffs are scheduled to start on a Saturday and the Series, for the first time, is slated to start the following Saturday. If the Series goes the full seven games and there are no rain dates, NBC could show four of the seven games on the weekends, when available audiences are larger.

On the league playoffs, which like the World Series will be day games, NBC will carry them on a split doubleheader basis. The first game will be carried to conclusion and the second game will be picked up in progress. The playoffs are designed so that the American League will hold the first two games in its Eastern division champion's city and then shift to the West, while the National League will open in the Western division's city and move to the East.

The nationally televised Monday-night games are scheduled for June 2, Aug. 11 and Sept. 1 (Labor Day.) Ad-

ditionally, as it has been for the past two years, the All-Star game, in Washington July 22, will be a night game.

As it has in the past NBC will feed the weekly game nationally except for the cities represented by the playing teams. Those cities get a back-up game. This year, for the first time, all the back-up games are scheduled in color.

Curt Gowdy, Jim Simpson, Sandy Koufax and Tony Kubek will again handle the announcing duties for NBC.

The National League's 12 teams, including the new Montreal and San Diego franchises, will share in the proceeds from NBC. But only 10 of the American League clubs will split the network money. Excluded in the American are the new Kansas City and Seattle franchises. Montreal and San Diego paid \$10 million each for their franchises while Kansas City and Seattle paid only \$6 million each.

In addition to U.S. coverage, NBC has sold the World Series to both the French and English-language radio and TV networks of the Canadian Broadcasting Corp. Some of the weekly Saturday games will also be carried on CBC with the English network carrying six, a game a month on the last Saturday of the month and the French network taking 15 games during the season.

While NBC has been actively selling baseball, the network has shown no interest in buying more baseball rights than it now owns; at least it has been cool to the one-hour Monday night special being set up in Washington on the eve of the All-Star game. Tom Villante, vice president of BBDO and the man who handles the Major League Baseball Promotion Corp. account for the agency, is planning a baseball version of a Hollywood TV spectacular on July 21 from the Sheraton-Park hotel and he would like it televised in the 9-10 p.m. EDT slot.

NBC has already turned the idea down and it seems unlikely that either ABC or CBS would do handsprings at the idea of taking a program that can only serve to promote the following day's game, which will be carried by NBC.

Even if no direct network promotion was forthcoming from the telecast, the presence of NBC's Curt Gowdy and Joe Garagiola on the podium would be enough to cause frowns among ABC and CBS hierarchy.

Best bet for telecast of the special, which is under the working title *Greatest Players Ever*, will be a special network either through Sports Network Inc., or made up of stations that ordinarily carry the games of the 24 major-league clubs. The latter hook-up could total about 150 if all the stations on the individual teams' networks carry the games. That number of stations, says Mr. Villante, would cover "about

60% of the country."

The BBDO executive adds that he has a sponsor interested, but can't name it because the sponsor won't sign until the network is established.

The promotion behind the special banquet telecast will ask baseball fans to vote for the "greatest" first baseman, second baseman, etc., of the major-league club in their town. The votes will be submitted to the Baseball Writers of America, who will select the greatest all-star team of 10 (two pitchers). Those elected to the elite team will be on hand for the telecast.

The problems of clearing time and getting advertisers is also apparent at the local level, particularly in Seattle, San Diego, Montreal and Washington.

The Pilots are already set with a 50-station radio network through KVI Seattle but are still in protracted negotiations for a TV outlet. The team also faces hard feelings from its former compatriots in the Pacific Coast League, Spokane and Tacoma, both of whom are finding radio-TV revenues harder to come by since Seattle has moved up to the majors.

In San Diego, KOGO-AM-TV has a multiyear contract with the new Padres, but as of last week had not signed any sponsors. In Montreal where the new Expos got a late start, no contracts with radio or television have been signed, although extended talks with the Canadian Broadcasting Corp. could lead to the CBC taking the games.

Washington, which traditionally finishes low in the American League and usually receives the smallest amount of broadcast rights probably will follow true to form this year—at least as far as broadcasting dollars are concerned. The club's new owner, Robert E. Short has a TV contract from WTOP-TV but can show nothing yet for radio although two stations, WWDC and WASH(FM) have expressed interests.

Of the sponsors who have already placed time buys in baseball this year, the big purchaser in number of teams it is backing is R. J. Reynolds, one of three cigarette sponsors still in major-league baseball (P. Lorillard and Philip Morris are the others). Reynolds has bought time on the play-by-play of 10 teams. Second is Allstate Insurance, sponsoring broadcasts of seven teams.

Over-all sponsors reported to BROADCASTING shows 16 brewers have bought time with Schlitz leading the list. Schlitz has parts of the Astros, Braves and Royals, and of the Giants for its Burgemeister brand.

There are 10 oil companies on the sponsor list so far with Atlantic-Richfield and Pure Oil leading with five teams each.

The third largest advertiser category in 1969 is automobile manufacturers

What baseball gets from broadcasting

American League

Team	1969 Rights	1968 Rights	Television	Radio	Sponsors & Agencies
Baltimore	\$750,000	\$700,000	WJZ-TV	WBAL 75	Natl. Brewing (Doner), Sun Oil (Esty), each $\frac{1}{8}$ TV; R. J. Reynolds (DFS), Tasty Baking (Gilman), Pepsi-Cola bottlers (Allegheny Advertising), each $\frac{1}{8}$ TV; $\frac{1}{8}$ TV part; Natl. Beer, Commercial Credit, Ctrl. Savings Bank, Baltimore News American (all Doner); Buick (M-E); Suburban Club (Torrieri-Myers); Pepsi-Cola bottlers (Allegheny); Buick dealers (Waltjen Assoc.), all part on radio.
Boston	690,000	690,000	WHDH-TV 7	WBZ 40	Narragansett Brew. (NH&S), Atlantic-Richfield (Ayer), each $\frac{1}{8}$ radio-TV; R. J. Reynolds (DFS), $\frac{1}{8}$ TV; $\frac{1}{8}$ TV open; Chrysler dealers (Y&R), $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open.
California	950,000	950,000	KTLA	KMPC 21	Standard Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each $\frac{1}{8}$ radio-TV; Allstate Insurance (Burnett), Volkswagen Pacific (DDB), each $\frac{1}{8}$ TV; Continental Airlines (NH&S), P. Lorillard Co. (FC&B), each $\frac{1}{8}$ radio.
Chicago	1,400,000	1,400,000*	WFLD-TV 1	WMAQ 90	Meister Brau Brew. (MJ&A), $\frac{1}{8}$ TV; $\frac{1}{8}$ TV open; Gen. Finance (PKG), $\frac{1}{8}$ WMAQ, $\frac{1}{8}$ on most of radio net; G. Heileman Brew. (M-E), $\frac{1}{8}$ radio; Zenith Distributing (Interocean), $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open.
Cleveland	750,000	750,000	WJW-TV 4	WERE 25	Pure Oil (Burnett), $\frac{1}{8}$ radio; Stroh Brew. (DDB), $\frac{1}{8}$ radio; Bill's Clothes (Marcus Adv.), $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open; Sun Oil (Esty), $\frac{1}{8}$ TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each $\frac{1}{8}$ TV; $\frac{1}{8}$ TV open.
Detroit	1,000,000	1,000,000*	WJBK-TV 7	WJR 32	Pabst Brew. (K&E) $\frac{1}{8}$ TV; Sun Oil (Esty), $\frac{3}{8}$ TV; R. J. Reynolds (DFS), $\frac{1}{8}$ TV; Oldsmobile (Brother), $\frac{1}{8}$ TV; Allstate Insurance, A. C. Spark Plug (both Burnett), Gen. Cigar (Y&R), Faygo Beverage (Doner), all $\frac{1}{8}$ TV; Stroh Brew. (DDB), $\frac{1}{8}$ radio; Pure Oil (Burnett), $\frac{1}{8}$ radio; Buick (M-E), Natl. Bank of Detroit (Burton-Sohigian), each $\frac{1}{8}$ radio; Goodrich (BBDO), $\frac{1}{8}$ radio.
Kansas City	650,000	No franchise	KMBC-TV 2	KMBZ 48	Schlitz Brew. (Burnett), $\frac{1}{8}$ radio-TV; Skelly Oil (Bruce Brewer), $\frac{1}{8}$ radio, $\frac{1}{8}$ TV; R. J. Reynolds (DFS), Pontiac (MJ&A), each $\frac{1}{8}$ TV; $\frac{1}{8}$ TV open; $\frac{1}{8}$ radio open.
Minnesota	650,000	600,000	WTCN-TV 15	WCCO 100	Hamm Brew. (C-M), $\frac{1}{8}$ radio-TV; Twin City Federal (Colle-McVoy), $\frac{1}{8}$ radio-TV; Pure Oil (Burnett), $\frac{1}{8}$ TV; R. J. Reynolds (DFS), $\frac{1}{8}$ TV; Dairy Queen (C-M), Allstate Insurance (Burnett), both $\frac{1}{8}$ TV; Northwest Heating Oil Council (IFI Adv.), Minnesota Blue Cross (MJ&A), each $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open.
New York	1,500,000	1,500,000	WPIX 5	WHN 38	First Natl. City Bank (JWT and BBDO), $\frac{1}{8}$ radio-TV; Pabst Brew. (K&E), American Airlines (DDB), each $\frac{1}{8}$ TV; $\frac{1}{8}$ TV open; Atlantic-Richfield (Ayer), $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open.
Oakland	1,100,000	1,100,000	KBHK-TV 3	KNBR 8	Atlantic-Richfield (Hixson & Jorgensen), $\frac{1}{8}$ radio-TV; Hamm Brew. (C-M), 2 minutes each game, TV; Bay Area Pontiac Dealers (MJ&A), $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open; little less than $\frac{1}{8}$ TV open.
Seattle	750,000	No franchise	Not set	KVI 50	P. Lorillard (L&N), Gen. Brew., Std. Oil of Calif. (both BBDO), each $\frac{1}{8}$ radio; $\frac{1}{8}$ radio open; all TV open.
Washington	350,000	350,000*	WTOP-TV	Not set	All TV open
A.L. Totals	\$10,540,000	\$9,040,000*			

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own

games. Asterisk following the 1968 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally

televised games. Originating stations for TV and radio are listed with number of stations in each network.

with Chrysler and General Motors brands representing six of the eight car makers on the list. Noticeably missing are any Ford products since that firm puts a major share of its broadcast budget into National Football League coverage on CBS.

AMERICAN LEAGUE Baltimore Orioles

WJZ-TV Baltimore, under a new three-year contract, again has scheduled telecasts of 52 regular-season games, only

seven of them at home. All games will be shown in color. Plans for a regional network were not firm at press time. The 25-minute pregame show from the studio and postgame *Baseball Scoreboard* will be sold on a participating basis. The five-minute *Pregame Warm-up* is sold to Household Finance, through Needham, Harper & Steers, and Hauswald Bakery, through W. E. Long, on an alternate basis. WBAL Baltimore will feed 162 regular-season games and a 13-game exhibition schedule to a 75-station radio network in Delaware, Pennsylvania, Maryland,

Virginia, West Virginia, North and South Carolina and Tennessee. Pre- and postgame shows will be carried only on WBAL. Sponsor of the pregame show will be Midas Mufflers, through Liller, Neal, Battle & Lindsey. Chuck Thompson, Bill O'Donnell and Jim Karvellas will handle play-by-play and color of the games.

Boston Red Sox

WHDH-TV Boston, in the final year of a three-year contract, will feed 56 regular season games and one exhibition con-

National League

Team	1969 Rights	1968 Rights	Television	Radio	Sponsors & Agencies
Atlanta	\$1,000,000	\$1,000,000*	WSB-TV 23	WSB 47	Coca-Cola (M-E), Pure Oil (Burnett), Lorillard (L&N, B&B).
Chicago	1,000,000	1,000,000	WGN-TV 8	WGN 8	Allstate Insurance, Pure Oil, Jos. Schlitz Brew., Commonwealth Edison (all Burnett); Zenith Distributing (InterOcean), all TV (shares not set); Oak Park Federal (Connor-Sager); G. Heileman Brew. (M-E), Serta Mattress (Marvin Frank), Montgomery Ward (Lillienfeld), Buick Dealers (North Adv.), Martin Oil (Petroleum Service Adv.), each $\frac{1}{8}$ radio.
Cincinnati	600,000	500,000	WLWT 5	WLW 74	Wiedemann Brew. (M-E), all unsold radio; Pepsi-Cola (BBDO), $\frac{1}{16}$ radio; Goodrich (BBDO), $\frac{1}{16}$ radio; Hudepohl Brew. (Stockton-West-Burkhart), $\frac{1}{8}$ TV; $\frac{3}{8}$ TV open.
Houston	1,350,000	1,300,000*	KTVT 18	KPRC 32	Jos. Schlitz (Burnett), Texaco (B&B), each $\frac{1}{4}$ radio-TV; Coca-Cola (M-E), Duncan Foods (TL&K), share $\frac{1}{4}$ radio-TV; $\frac{1}{8}$ radio-TV open.
Los Angeles	1,200,000	1,000,000	KTTV	KFI 12	Union Oil of Calif. (Smock/Waddell & Burnett), $\frac{1}{2}$ radio-TV; Burgemeister Brew. (PKG), $\frac{1}{4}$ radio-TV; Pacific Tel. (BBDO), $\frac{1}{4}$ radio; $\frac{1}{4}$ TV open.
Montreal	450,000 (estimate)	No franchise	Negotiations underway with CBC.		
New York	1,350,000	1,200,000	WOR-TV	WJRZ 2	Rheingold Brew. (Grey), $\frac{3}{8}$ radio-TV; R. J. Reynolds (DFS), Sun Oil (Esty), each $\frac{1}{8}$ TV; Gen. Tire (D'Arcy), $\frac{1}{8}$ TV; Chrysler-Plymouth (Y&R), Royal Crown Cola (D'Arcy), each $\frac{1}{16}$ TV; Bank of Commerce (W&L), part TV; Citgo (Grey), $\frac{3}{8}$ radio; Household Finance (NH&S), $\frac{1}{8}$ radio; R. C. Cola (D'Arcy), $\frac{1}{8}$ radio; Avco (McCann/ITSM), $\frac{1}{16}$ radio; $\frac{3}{8}$ radio open.
Philadelphia	1,350,000	1,300,000*	WFIL-TV 3	WCAU 23	Atlantic-Richfield (Ayer), Ballantine (SSC&B), each $\frac{1}{4}$ radio-TV; Tasty Baking (Gilman), $\frac{1}{8}$ radio; B. F. Goodrich, Dodge Dealers (both BBDO), each $\frac{1}{12}$ radio; R. J. Reynolds $\frac{3}{8}$ - $\frac{1}{16}$ TV; $\frac{1}{16}$ TV open.
Pittsburgh	450,000	450,000	KDKA-TV 3	KDKA 28	Atlantic-Richfield (Ayer), Pittsburgh Brewing (KM&G), each $\frac{1}{4}$ radio-TV; R. J. Reynolds (DFS); Bell Telephone (Ayer); Nationwide Insurance (O&M), Plymouth Dealers (Y&R), all participating TV; Chrysler-Plymouth Dealers (Y&R), Foodland Markets (Lando), both $\frac{1}{8}$ radio.
St. Louis	600,000	550,000	KSD-TV 20	KMOX 100	Anheuser-Busch (Gardner), $\frac{1}{2}$ radio, $\frac{1}{4}$ TV; R. J. Reynolds (DFS), Shell Oil (O&M), each $\frac{1}{8}$ TV; Allstate Insurance (Burnett), Kroger (C-M), Pontiac (MJ&A), Union Electric (Gardner), split remainder of TV; D-X Sunray (Gardner), $\frac{1}{8}$ radio; Gen. Finance (PKG) $\frac{1}{8}$ radio; First Natl. Bank (Gardner), $\frac{1}{8}$ radio.
San Diego	700,000	No franchise	KOGO-TV	KOGO 6	All radio-TV open.
San Francisco	1,100,000	1,000,000	KTVU	KSFO 14	Standard Oil of Calif. (BBDO), Philip Morris, Allstate Insurance (both Burnett), Household Finance (NH&S), United Vintners (HC&H), Volvo (SM&S), Gen. Brew. (BBDO), each rotating on TV; Standard Oil of Calif. (BBDO), Pacific Tel. (BBDO), Burgemeister Brew. (PKG), Roos-Atkins (L&N), each $\frac{1}{4}$ radio.

N.L. Totals \$11,150,000 \$9,300,000*

Major League Totals

\$21,690,000 \$18,340,000*

test, all in color, to a seven-station TV network in New England. *Baseball Close-Up*, a half-hour pregame show is scheduled, and a 15-minute postgame program is being planned. WHDH Boston will cover the 162-game regular-season schedule and six exhibition games, feeding them to a New England radio network, expected to number about 40, similar to the 1968 line-up. Scheduled are two pregame shows, the five-minute *Warm-Up Time* and 15-minute *Dugout Interview*, and a five-minute postgame *Sports Extra*. Ken Coleman, Ned Martin and Johnny

Pesky will cover play-by-play on radio and TV.

California Angels

Last year was the first year that KMPC Los Angeles, which has been covering Angels baseball since the team came into existence as the Los Angeles Angels in 1961, sold anything but one-third sponsorships of play-by-play broadcasts. The four major companies who sponsored the Angels on radio in 1968 seemed to be satisfied. Last October, with the World Series barely in

the record book and spring training five months off, they all renewed on KMPC. They'll be represented on the 162 regular season and 23 preseason games (one more exhibition game than last year). KMPC will feed the games to 21 other radio stations in California, Nevada and Arizona. Network stations are also fed the pre- and postgame shows, but sell them locally. Four advertisers have a one-quarter piece of the 15-minute *Angel Warm-Up* and *Angel Report* programs. They are Volkswagen Pacific (Doyle Dane Bernbach), Unimart Co. (G&G Associates),

Dial Finance (Marvin H. Frank Co.), and California Blue Shield (Coleman Advertising). The five-minute pre-game *Bill Rigney Show* is sponsored by Air West through McCann-Erickson. The in-between-doubleheaders *Angel Clubhouse* program is backed by Shulton Inc. out of Wesley Advertising. KTLA(TV) Los Angeles, as it did last year, will televise 30 games—24 regular season, six exhibitions, all in color. This will mark KTLA's sixth year of Angels coverage. Household Finance, placed direct, and General Mills through Knox Reeves will rotate in sponsoring pre- and postgame programs. Don Wells, who has been part of the Angels broadcast team since the franchise was obtained, is back for another year on the radio-TV mike. But Bud Blattner has departed to be replaced by Dick Enberg as lead play-by-play announcer. Dan O'Neil will be doing the postgame program, which used to be Mr. Enberg's responsibility.

Chicago White Sox

WMAQ Chicago picks up a third year option and will feed regular-season plus some two dozen exhibition games to a network of about 90 radio stations put together by General Finance Corp., through Post-Keyes-Gardner. GFC takes one-half sponsorship on approximately 75 of these outlets. (WMAQ itself is airing only 11 exhibition games plus regular season). WFLD-TV, Chicago UHF, goes into its second year of nearly \$1-million-a-year five-year deal with the White Sox and will air in color two exhibition games and 135 regular-season games (excluding West Coast games, unless a division contest is in question). Some of the TV games also are expected to be aired on another UHF, WWTW(TV) Milwaukee, with details in negotiation. Chicago area UHF con-

version now is at 73% mark. Bob Elson and Red Rush will handle radio announcing while Jack Drees and Mel Parnell will handle TV chores.

Cleveland Indians

WERE Cleveland is in the second year of a five-year pact and will again feed a package of regular-season games plus 10 preseason exhibitions and two mid-season exhibitions to a radio network of about 25 stations. Bob Neal and Herb Score will handle radio announcing. WJW-TV Cleveland, in the third year of its three-year agreement, will feed 48 games in color (28 road, 20 home) to a four-station TV network. TV announcers are Harry Jones and Dave Martin.

Detroit Tigers

WJR Detroit, in the second year of its current two-year pact, will feed all 162 regular-season plus 10 exhibition games to about 20 radio stations on a Lower Michigan network and approximately a dozen stations on an Upper Peninsula network. WJR is expected to negotiate for another agreement at end of this season. The championship Tigers club feels it also has a winner by the tail as it goes into the fifth year of packaging its own TV schedule (40 games, 10 home, 30 road with 15 road in prime time; all color) and this year expands commercial units to a total of 18 with the basic unit cost at \$88,000 up again slightly this year and well above initial \$78,000 minute cost five years ago when only nine units were sold. Package, fed by WJBK-TV Detroit, also includes WKZO-TV Kalamazoo (owned by Tigers owner John Fetzer), WNEM-TV Flint-Saginaw-Bay City, WJIM-TV Lansing, WWTW(TV) Cadillac and WWUP-TV Sault Ste. Marie. Under separate agreements WSPD-TV Toledo,

Ohio, will air all of the package games and WKJG-TV Fort Wayne, Ind., will air about one-half of them, both selling them separately. Tigers this year on TV will have one exhibition game. George Kell and Larry Osterman are handling TV play-by-play while Ernie Harwell and Ray Lane are doing radio.

Kansas City Royals

With broadcast rights held by an experienced packager, Majestic Advertising of Milwaukee, the Royals appear to be coming up with a good initial season in Kansas City, the market vacated for Oakland more than a year ago by the Athletics. KMBC-TV Kansas City will feed a TV package of 26 road games, most in color, to WIBW-TV Topeka, Kan., and KMOS-TV Sedalia, Mo. Negotiations are underway for added TV stations. KMBZ Kansas City will feed the radio package of regular season plus 12 exhibitions to a network of 48 stations covering Missouri, Kansas, Oklahoma, Arkansas and Nebraska. Announcers for both radio and TV will be Buddy Blattner, Dennis Matthews and a third man to be announced.

Minnesota Twins

Hamm's Brewing continues to hold the rights in association with WCCO and WTCN-TV, both Minneapolis-St. Paul, which are in the third year of three-year arrangements to feed regional radio-TV networks. WTCN-TV again will feed 50 games, 46 of them on the road, in color to a network of 15 stations in Minnesota, North and South Dakota, Iowa, and Wisconsin. WCCO will feed regular season plus nine exhibitions to more than 100 stations in 14 states and two Canadian provinces. Merle Harmon, Herb Carneal and Halsey Hall will handle announcing for both radio and TV.

New York Yankees

WPIX(TV) New York, long-standing originator of Yankees games, will carry about 105, including five exhibitions, this year and all will be in color. The number of pickups is down from the 115 that were scheduled for 1968. A TV network of five stations in New York and Connecticut will take the games. WHN New York in the last year of its three-year contract will carry the regular schedule, plus 10 exhibitions on a play-by-play basis and 20 exhibitions on an inning-by-inning summary. A radio network of 38 stations in New York, Connecticut, Pennsylvania and New Hampshire will carry the games. Marv Albert will handle the 15-minute *Warm Up* and 15-minute *Scoreboard* shows. Frank Messer, Phil Rizzuto and Jerry Coleman will call the games on radio and television with Whitey Ford

NBC sports special has Dodge in its corner again

For the second consecutive year the Dodge Division of the Chrysler Motors Corp., through BBDO, is fully sponsoring an NBC-TV hour special, *Second Annual Academy of Professional Sports Awards*, scheduled for Feb. 19, 10-11 p.m. EST.

The program is budgeted at \$327,500, not an exorbitant figure as some specials go, but still a sizeable tab for one advertiser to pick up—particularly for a show that many in the broadcasting industry felt had little chance of becoming an annual event. Nevertheless, Dodge is said to have been impressed by the ratings garnered by the special's first telecast a year ago February—a 34% share of audience with demographics heavy in the "swinging,

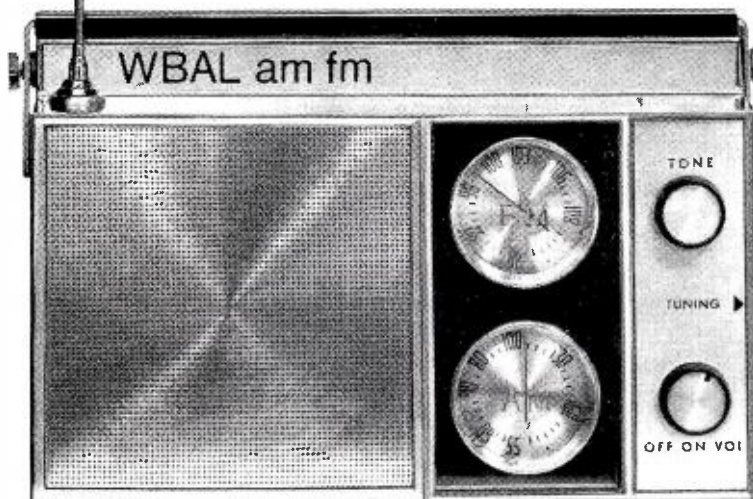
affluent young men and women." who are most likely to join the Dodge rebellion. And Dodge has since acquired first refusal rights for the program.

The sports program will honor the outstanding professional athletes in baseball, football, golf, basketball, hockey and horse racing as chosen by their fellow athletes. Award recipients will be given an eight-pound silver-and-gold Excalibur sword and a Dodge model car. The top award winner, designated "the professional athlete of the year," will receive a Dodge camper.

Entertainment and noted sports figures who will present the awards include Danny Kaye, Kim Novak, Roy Campanella, Vince Lombardi, Bill Cosby, Sammy Baugh, Clarence Campbell, Joe Cronin, Willie Shoemaker, and Red Auerbach. Perry Como will host with the assistance of Olympic swimmer champion, Debbie Meyer.



BIRD HOUSE



WBAL...Radio Home of the World Champion Baltimore Orioles

We crowd in more baseball fans than any stadium ever built. That's because WBAL Radio is the sports station in a town that lives and breathes sports. From Clipper Ice Hockey to N.B.A. Bullets Basketball; from the All-Star Game to the World Series, Maryland is all ears to the middle of the dial.

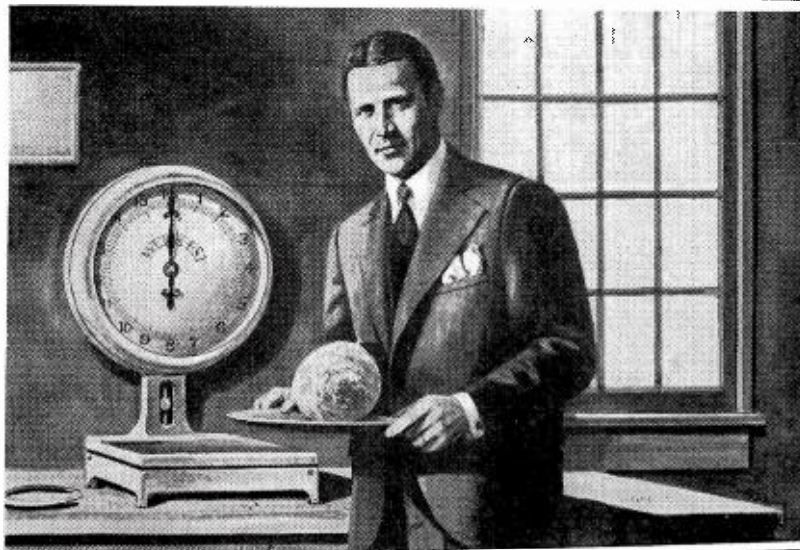
Even in four neighboring states WBAL Radio's 50,000 watts boom in to give you greater selling power. But we don't get better than 1 out of every 4 local radio dollars* on power alone. People believe in WBAL Radio. They believe in sportscasters like Jim West.

They believe in the Colts, that's why they listen to the *Don Shula Show*. With over 40 sportscasts a week, listening to WBAL Radio is the biggest sport in Maryland. And that's what gets results for you. Call 301 467-3000 or contact your McGavren Guild, P.G.W. representative now. **

WBAL Radio...excitement in the air.

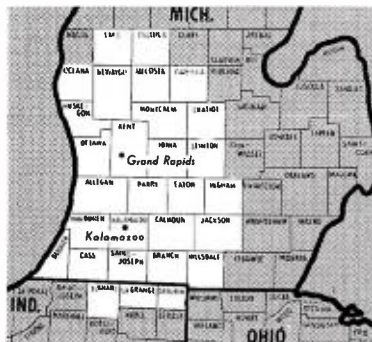
Oakland Athletics

regional network may eventually include two stations each in Nevada and Arizona. Half of the sponsorship of pre and postgame programs has been sold to Smiths Clothiers through Wenger/Michael Inc. KBNH-TV has basically the same schedule worked out as last year, with 25 road games on 24 dates carried during the regular season in color. One exhibition may also be telecast. The telecasts will be fed to KOVR (TV) Sacramento and KMJ-TV Fresno, both California and KTVN (TV) Reno. The 15-minute *Dugout Interview* pregame show is also out on the regional network and is open for local sponsorship. KBNH-TV has lined up the Bay



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*A hailstone with a 5.4 inch diameter was recorded in 1928 in Nebraska.

Area Buick Dealers through Wyman Co. as sponsor. The station's postgame show will be backed by Crescent Jewelers. Monte Moore returns as principal play-by-play reporter but there's still some question about his backup man. The veteran Al Helfer handled this assignment last season.

Seattle Pilots

Major-league baseball in Seattle, the home of a former minor league franchise, apparently is off to a slow start. As of the second week in February, the new American League Pilots had not secured a television station to cover their games. KTNB-TV Tacoma-Seattle, an independent, appeared to be the front-runner for TV rights. It also appeared likely that if a contract for TV coverage is negotiated, some 30 road games would be carried on television. KVI Seattle, one of the three Golden West Broadcasters-owned radio stations carrying major league baseball (the others: KMPC Los Angeles—Angels, KSFO San Francisco—Giants), owns radio rights to the Pilots broadcasts for six years. The Seattle station will originate the play-by-play broadcasts for a far-flung regional radio network of 50 stations in Washington, Oregon, Idaho, North Dakota, Alaska, Montana, Utah and Nevada. In addition to the regular-season games, KVI will carry 11 exhibition games. Jimmy Dudley is principal play-by-play announcer, helped by Bill Schonely. There will be pre and post-game shows scheduled but they are still in the process of being sold.

Washington Senators

WTOP-TV Washington continues to hold rights to the Senators and is planning to colorcast 35 games this season, 24 of them on the road. As of last week the station had not announced any sponsors and had not set up its play-by-play crew. The Senators' radio package is still in the state of flux it went into when WTOP decided not to pick up its option. Since then Senators' officials have had feelers from Avco's WWDC and Metromedia's WASH(FM), but Robert E. Short, new owner of the team, has felt that before worrying about a radio contract he had better get a new manager for the team. One possible problem with the Senators is Mr. Short's reported intent to name the announcers of the games, a move not favorably looked upon by the stations involved. Mr. Short, as owner of KRHM(FM) Los Angeles is conversant with some of the selling problems of broadcasting. And, if selling the games become a problem, Mr. Short has stated that a trucking line he owns, and which does not serve the Washington area, would come in as a partial sponsor.

	<p><i>The Folger Stations</i></p> <p>RADIO</p> <p>WKZO Kalamazoo-Grand Rapids WZZM Grand Rapids WZZM Grand Rapids-Kalamazoo WZZM/WWTF-FM Cassilag</p> <p>TELEVISION</p> <p>WKZO-TV Grand Rapids-Kalamazoo WZZM-TV Cassilag-Grand Rapids WZZM-TV Sault Ste. Marie KOLN-TV Lincoln, Nebraska WZZM-TV Grand Rapids, Mich.</p>	<h1 style="margin: 0;">WKZO-TV</h1> <p style="margin: 0;">100,000 WATTS • CHANNEL 3 • 1000' TOWER</p> <p style="margin: 0;">Studios in Both Kalamazoo and Grand Rapids For Greater Western Michigan</p> <p style="margin: 0;">Avery-Knodel, Inc., Exclusive National Representatives</p>
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NATIONAL LEAGUE

Atlanta Braves

WSB-AM-TV Atlanta have again been signed by the Braves to originate the games which are packaged by the ball-club. On television Atlanta will color-cast 20 games, 18 of them on the road. Radio play-by-play will cover the 162-game regular schedule plus 10 exhibitions. Although the number of radio-TV stations carrying the games has not been set yet, it is expected to be about the same number that carried the schedule last year when 23 TV stations and 47 radio stations were on the hook-ups. The games will be carried by stations in Georgia, Alabama, Tennessee, Florida, North Carolina and South Carolina. Planned are pregame and postgame shows on radio and a postgame TV show. Milo Hamilton and Ernie Johnson will call the games on radio and television with Bob Uecker joining in on TV side.

Chicago Cubs

WGN-AM-TV Chicago, in the second year of its three-year agreement, will feed regional radio-TV networks again this season. WGN, which began servicing a radio network after the season started last year, this year will feed all regular-season plus 10 exhibition games to a network of eight stations in Wisconsin. WGN-TV will air in color two exhibition events plus 144 regular-season games. WGN-TV also will feed 37 regular-season games (13 at home, 24 on the road) to a network of eight stations in Illinois and Wisconsin for the third year. The TV network is being handled by WGN Continental Productions, and Pabst Brewing, through Kenyon & Eckhart, has purchased one-half sponsorship on the network. TV announcers are Jack Brickhouse and Lloyd Pettit. Radio announcers are Vince Lloyd and Lou Boudreau.

Cincinnati Reds

WLW Cincinnati picks up the radio coverage of this team after WCKY dropped baseball which it had carried for six years and had fed to about 100 outlets. Wiedemann Brewing still holds the radio rights and WLW's agreement covers 1969 and 1970. WLW will feed a radio network of 74 stations with all regular-season games and about 20 exhibition games. There are 20 commercial minutes in the radio package this year. On WLW Swallens Appliances, through Pilot Advertising, takes half of warm-up show and half of pregame show. Other half of both shows is split between Frisch Restaurants, through Roman Advertising, and Volkswagen Dealers,

through Byer & Bowman. *Cincinnati Enquirer*, through Stockton West Burkhardt, takes half of postgame scoreboard with other half open. Jim McIntyre and Joe Nuxhall are handling radio announcing. Hudepohl Brewing shares TV rights with WLWT(TV) Cincinnati which again this year will feed a color package of 35 regular season games to a network including WLWD(TV) Dayton, WLWC(TV) Columbus, both Ohio, and WLWI(TV) Indianapolis plus WLEX-TV Lexington, Ky., and WSAZ-TV Huntington, W. Va. Ed Kennedy and a second man, who has not yet been chosen, will handle games on television.

Houston Astros

Packaging their own games again this season for both radio and TV with the help of Majestic Advertising, Milwaukee, the Astros will again offer 14 road games, most in color, for an 18-station TV network. KTVT(TV) Fort Worth-Dallas handles commercial origination for the feeds. The radio network, to be fed by KPRC Houston, will include 32 stations in Texas, Louisiana, Arkansas and New Mexico. Radio package includes regular season plus 20-25 exhibition games. Announcers for both radio-TV are Gene Elston, Loel Passe

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and Harry Kalas. The Astros for several years have packaged a special Spanish-language radio network and expect to this year but details are not set. Last year the network included about 80 stations in Mexico and Central and South America. Announcers are Rene Cardenas and Orlando Sanchez Diago.

Los Angeles Dodgers

KTTV(TV) Los Angeles, which will be carrying the Dodgers' games this season for the 12th consecutive year, has doubled its schedule of telecasts. Traditionally, regular-season coverage was limited to the nine games played against the Giants in San Francisco. But added this season are telecasts of the nine games in San Diego with the Padres, the National League's new West Coast entry. This makes for a total of 18 regular-season games to be carried on KTTV. In addition there will be at least two preseason games telecast and maybe as many as three or four. All telecasts will be in color. KFI Los Angeles, as it always has, will provide play-by-play coverage of every game at home and away. This adds up to 162 regular-season games and 27 exhibition games. Vin Scully and Jerry Doggett handle the announcing responsibilities. The radio broadcasts are to be fed by KFI to 12 other stations in California, Arizona and Hawaii. The games also will be broadcast in Spanish on KWKW Los Angeles. There are two pregame shows on radio, *Batter Up* with Chuck Bennett and the 15-minute *Dodger Warm Up*, with Messrs. Scully and Doggett. *Scoreboard*, a 15-minute postgame show, also features the Scully-Doggett team. Pre and postgame program sponsorships on both radio and TV were not firm as of this writing.

Montreal Expos

The Expos were negotiating with the Canadian Broadcasting Corp. for a radio and television contract and expected to sign on or before Feb. 15. Details still to be worked out as of last week were whether there would be separate French and English-language feeds, the number of stations carrying the games, the number of games to be broadcast and the rights costs. CBC will sell sponsorship after the contract is signed. An English radio network is being considered while French-language radio stations hope to at least air the opening game. Schedule problems may limit French broadcasts of the Expos' games.

New York Mets

WOR-TV New York, in the third year of a five-year contract, will colorcast 120 games, including three preseason. Of the regular-season games to be

shown, 46 will be on the road and 71 from Shea Stadium. Chrysler-Plymouth, through Young & Rubicam, will sponsor *Kiner's Corner* with Ralph Kiner, a postgame show after the home games. WJRZ Hackensack (Newark), N. J., along with WABC-FM New York and WGLI Babylon, N. Y., will again provide the Mets' coverage in the metropolitan area for the regular-season and 27 exhibition games. Pre- and postgame shows on WJRZ will be sponsored by Mallory Batteries and Rambler dealers, both through Needham, Harper & Steers. Ralph Kiner, Lindsey Nelson and Bob Murphy will do radio-TV duties.

Philadelphia Phillies

In the final year of its three-year contract, WFIL-TV Philadelphia will televise 60 regular-season and two exhibition games this year, all in color. Most of the games (39) will be on the road. A three-station TV network will take the feeds, with WLYH-TV Lancaster-Lebanon, Pa., taking night games only. A five-minute pregame show with Bob Skinner, Phillies manager, and a 10-minute postgame show with Les Keiter are planned. WCAU Philadelphia will feed 20 exhibitions and the regular schedule to a 23-station network in the mid-Atlantic states. Two pregame shows are planned. Bill Campbell, Richie Ashburn and Byrum Saam will call the games on radio and television.

Pittsburgh Pirates

KDKA-AM-TV Pittsburgh will again originate the Pirates' games for a three-station television network and a 28-station radio network in Pennsylvania, West Virginia and Maryland. KDKA-TV will televise 38 road games, the same number as last year, all in color. KDKA will feed the regular-season games plus exhibitions to its network. The pre- and postgame shows on KDKA will not go to the network. Calling the games will be Bob Prince, Nellie King and Jim Woods on television with Tom Bender replacing Mr. King on radio side.

St. Louis Cardinals

KSD-TV St. Louis again will feed a color package of 24 regular-season games and two exhibition events to a TV network of 20 stations in Missouri, Illinois, Iowa, Oklahoma, Arkansas, Tennessee and Indiana. TV format provides 20 commercial minutes again this year. KMox St. Louis once again will feed a network of more than 100 stations for regular season plus 20 exhibition games. Busch Bavarian beer, through Gardner, takes one-half of the network, D-X Sunray, also through Gardner, takes a third. Announcers for both radio-TV are Harry Caray and Jack Buck.

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'68 baseball Niensens sagged, but not series

Major-league baseball and NBC may have differing feelings about early negotiations on long-term contracts. The current three-year \$49.5-million package the network has with the majors was negotiated in the summer of 1967 when nationally televised baseball was doing well in the ratings.

Televised baseball had average ratings of 12.8 or 7.1 million homes per week,

considerably higher than the 11.2 rating it had achieved in 1966. However, last year the ratings fell off to an average of 12.3 or 6.9 million homes.

Regardless of the worth of the weekly package, the World Series games continue to draw high interest. Last year the Series showed a Nielsen average rating of 22.5 with the fourth game on Sunday, Oct. 5, becoming the highest rated sports show, reaching 28.6-million homes.

Of Nielsen's top-10 sporting events, six are World Series games.

San Diego Padres

Time-Life Broadcast's KOGO-AM-TV San Diego has signed a three-year contract for radio-television rights to the Padres. In the upcoming season, 13 of the pre-season games will be broadcast on radio. The regular-season and exhibition games will be fed to six stations in California, Nevada and Arizona. A total of six Padres road games during the regular season will be televised in color by KOGO-TV and seen only in San Diego. There will be no preseason telecasts. As of last week, KOGO-AM-TV had not lined up any advertisers for either the play-by-play or pre- and postgame programs. Radio and TV sponsorships are being sold as a package. Sponsors

will get the same representation on radio and TV. Announcers for the games are Jerry Gross and Frank Sims, with Duke Snider handling some color reporting.

San Francisco Giants

The Giants have a new manager but the team's broadcast coverage hardly will vary from last year. KTVU(TV) Oakland-San Francisco will televise 19 road games, all in color, including two exhibition season contests from Phoenix to Palm Springs and all nine regular-season encounters with the Dodgers from Los Angeles. This will be KTVU's ninth season with the Giants and at least one change is planned. The

station has scheduled telecasts of games with the two new teams, the Montreal Expos and the San Diego Padres. Veteran sportscasters Russ Hodges and Lon Simmons will handle the play-by-play, with Mr. Hodges also host for *Giants Warm Up*, and Mr. Simmons handling the postgame *Giants Clubhouse*. The seven play-by-play sponsors on TV will have rotating spots in these pre- and postgame activities. Ksfo San Francisco will carry 14 exhibition games in addition to the regular-season broadcasts to a regional line-up of at least 14 other radio stations. Not firm at this writing but probable are two more stations in Arizona. Ksfo's feeds of Saturday games will be picked up by nine stations in Alaska and weekend games probably will be fed to and broadcast in Hawaii. American Express (Ogilvy & Mather), and Fidelity Savings & Loan are pre-pregame sponsors. Kilpatrick's Bakeries (J. Walter Thompson), Allstate Insurance (Leo Burnett), Western Airlines (BBDO) and Varner-Ward Leasing Co. (Larry Alexander Co.) rotate on the pre and postgame programs. Messrs. Hodges and Simmons plus Bill Thompson, are the announcers on radio.

(The foregoing special report was compiled by Sherm Brodey, senior editor, Washington, with reporting assistance from BROADCASTING bureaus in New York, Los Angeles and Chicago.)

TheMedia

Trouble for conglomerates at FCC

As agency begins inquiry, unanswered question is whether new acquisitions will be held up

The FCC has decided to try to substitute fact for opinion and prejudice in the drawn-out intra-agency controversy over the question of conglomerate ownership of broadcast stations. But it was not immediately apparent how conglomerates seeking new station properties will be affected during the search for the facts.

On the face of it, the commission's announcement, on Feb. 8, that it was instituting an inquiry into the ownership patterns in the broadcasting industry, did not signal a ban on conglomerates' acquisition of stations. For on the same day, the commission approved station acquisitions by three diversified companies—Avco Broadcasting, owned by Avco Corp.; Bonneville International

Corp. and Fuqua Industries Inc. (BROADCASTING, Feb. 10).

Commissioner Nicholas Johnson, who was one of three commissioners dissenting in each case, criticized the commission for acting on them while the inquiry was pending. But one member of the majority said that to have acted otherwise would have prejudged the results of the study, and the majority, in each approval, said that the transfer would not violate commission rules or policy, or result in a regional or national concentration of control.

However, conglomerates seeking stations in the future may run into trouble. Chairman Rosel Hyde told BROADCASTING that the participants in the three cases that were decided benefited from

the fact that their applications were on file before the inquiry was opened. Conglomerates filing applications in the wake of the notice, he added, "won't have quite as good an argument" for avoiding hearings on their requests.

Furthermore, the majority by which the transfers were approved is not solid. Commissioner H. Rex Lee, the newest member of the commission, who provided the swing vote in each of the cases, said in a concurring statement that he intends to examine "future cases very carefully to determine what public benefits will result."

Commissioner Lee said he was voting for the transfers because the applications "conform to existing commission laws, regulations and public inter-



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